

MARLBORO COUNTRY STORE
 % PENETRATION
 WEEK 8 (ENDING 1994-06-26)
 REGION 2

FOCEXEC: (DPR0512B) RUNDATE: 07/05/94

SECTION	DISTRICT	UNIT	STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
23	237100	230100	465	404	86.9	200	43.0	298	144	48.3
		230200	320	262	81.9	156	48.8	250	106	42.4
		230300	454	322	70.9	122	26.9	306	93	30.4
		230400	486	397	81.7	187	38.5	302	126	41.7
		230500	550	240	43.6	97	17.6	274	91	33.2
*TOTAL DISTRICT 237100			2,275	1,625	71.4	762	33.5	1,430	560	39.2
237200	230600	499	262	52.5		172	34.5	254	162	63.8
	230700	500	254	50.8		181	36.2	249	154	61.8
	230800	506	289	57.1		170	33.6	257	118	45.9
	230900	491	270	55.0		167	34.0	268	200	74.6
*TOTAL DISTRICT 237200			1,996	1,075	53.9	690	34.6	1,028	634	61.7
237300	231000	405	355	87.7		251	62.0	256	242	94.5
	231100	331	225	68.0		170	51.4	214	182	85.0
	231200	579	389	67.2		221	38.2	283	174	61.5
	231300	614	445	72.5		232	37.8	366	283	77.3
	231400	676	563	83.3		408	60.4	446	311	69.7
	231500	669	523	78.2		338	50.5	490	186	38.0
*TOTAL DISTRICT 237300			3,274	2,500	76.4	1,620	49.5	2,055	1,378	67.1
237400	231600	518	457	88.2		199	38.4	262	103	39.3
	231700	500	418	83.6		223	44.6	323	223	69.0
	231800	468	455	97.2		271	57.9	247	220	89.1
	231900	506	425	84.0		157	31.0	320	216	67.5
	232000	378	342	90.5		215	56.9	218	205	94.0
*TOTAL DISTRICT 237400			2,370	2,097	88.5	1,065	44.9	1,370	967	70.6
237500	232100	514	423	82.3		164	31.9	354	235	66.4
	232200	468	450	96.2		177	37.8	357	323	90.5
	232300	636	610	95.9		270	42.5	444	391	88.1
	232400	468	388	82.9		225	48.1	337	261	77.4
	232500	512	425	83.0		292	57.0	336	253	75.3
	232600	655	569	86.9		232	35.4	408	319	78.2
*TOTAL DISTRICT 237500			3,253	2,865	88.1	1,360	41.8	2,236	1,782	79.7

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MARLBORO COUNTRY STORE
% PENETRATION
WEEK 8 (ENDING 1994-06-26)
REGION 2

FOCEXEC: (DPRO512B) RUNDATE: 07/05/94

SECTION	DISTRICT	UNIT	STORES	POS	%	B4G1F	%	ACTIVE CONTRACT	RET REWARDS	%
23	237600	232700	438	349	79.7	270	61.6	324	263	81.2
		232800	553	455	82.3	292	52.8	418	339	81.1
		232900	567	512	90.3	217	38.3	315	251	79.7
		233000	416	389	93.5	160	38.5	247	207	83.8
		233100	411	348	84.7	183	44.5	274	182	66.4
		233200	417	305	73.1	139	33.3	233	149	63.9
*TOTAL DISTRICT 237600			2,802	2,358	84.2	1,261	45.0	1,811	1,391	76.8
	237700	233300	495	430	86.9	277	56.0	292	254	87.0
		233400	505	433	85.7	229	45.3	256	176	68.8
		233500	489	443	90.6	233	47.6	315	230	73.0
		233600	502	462	92.0	214	42.6	267	237	88.8
*TOTAL DISTRICT 237700			1,991	1,768	88.8	953	47.9	1,130	897	79.4
*TOTAL SECTION 23			17,961	14,288	79.6	7,711	42.9	11,060	7,609	68.8

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